

College



No. 14
University of
Michigan



No. 14
Stanford
University

Emblem Pens



No. 14
Yale



No. 14
Vassar

Each of the below-named emblems, in stock, mounted on No. 14 pen, as shown above, in leather case, with ink dropper, \$12.00

Yale, Harvard, Princeton, Columbia, Cornell, Vassar, University of Pennsylvania, University of Michigan, Leland Stanford University, University of Virginia, New York University, Annapolis, West Point.

Fraternal



No. 14
Knights of Columbus

Emblem	No. 12	No. 13	No. 14
Maple Leaf.....	\$6.00	\$7.00	\$7.50
Fleur de Lis.....	6.00	7.00	7.50
Dominion.....	6.00	7.00	7.50
British.....	6.00	7.00	7.50
Nova Scotia.....	6.00	7.00	7.50
New Brunswick..	6.00	7.00	7.50
Winnipeg.....	6.00	7.00	7.50
Halifax.....	6.00	7.00	7.50



No. 514. Solid Gold
Mystic Shrine

Emblem	No. 12	No. 13	No. 14
St. John City....	\$6.00	\$7.00	\$7.50
McGill College	5.50	6.50	7.00
No. Emblem			
14. Blue Lodge.....			\$12.00
14. Knight Templar.....			14.00
14. Scottish Rite.....			14.00

Emblem Pens



No. 14
Blue Lodge



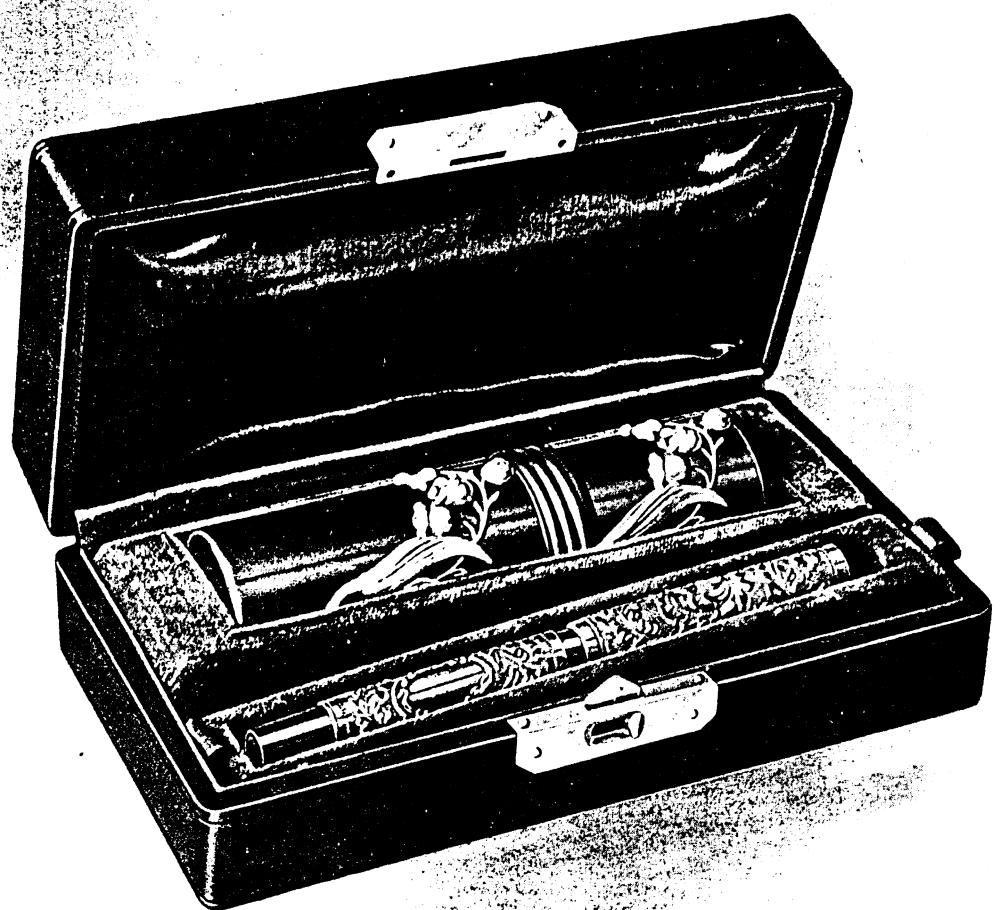
No. 14
Elks

No.	Emblem	Price
14. Shrine.....		\$12.00
14. Knights of Columbus.....		12.00
14. Royal Arcanum.....		12.00
14. Odd Fellows.....		12.00
14. B. P. O. Elks.....		16.00
14. Boost Club.....		12.00
14. Eagles.....		12.00
14. Knights of Pythias.....		12.00

No. 514. Solid Gold Mounting—any Emblem listed, \$35.00

In handsome leather cases with ink dropper

Clip-Cap extra; see page 58



Gift Styles

The accompanying illustrations merely suggest the many handsome diversities of our extensive gift styles.

We have prepared, in this line, numerous fine cases, leather, etc., in which can be placed any style pen which may be selected, with a Pompeian Copper Travellers' Ink Filler (as illustrated). We show also our handsome Cut Glass Desk Ink Filler, sterling deposit mounting.

Complete information upon request.

Pompeian Ink Filler.....\$7.50

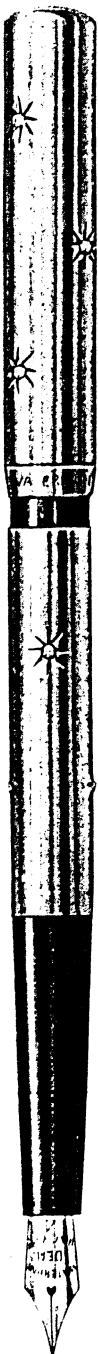
Leather Case.....2.50

Pen as Selected

Cut Glass, Deposit Silver Desk Ink Filler.....7.50



Special



Diamond Mounted
\$150.00



Emerald End Special Fluted
\$50.00

Mountings



Professional Design
\$75.00



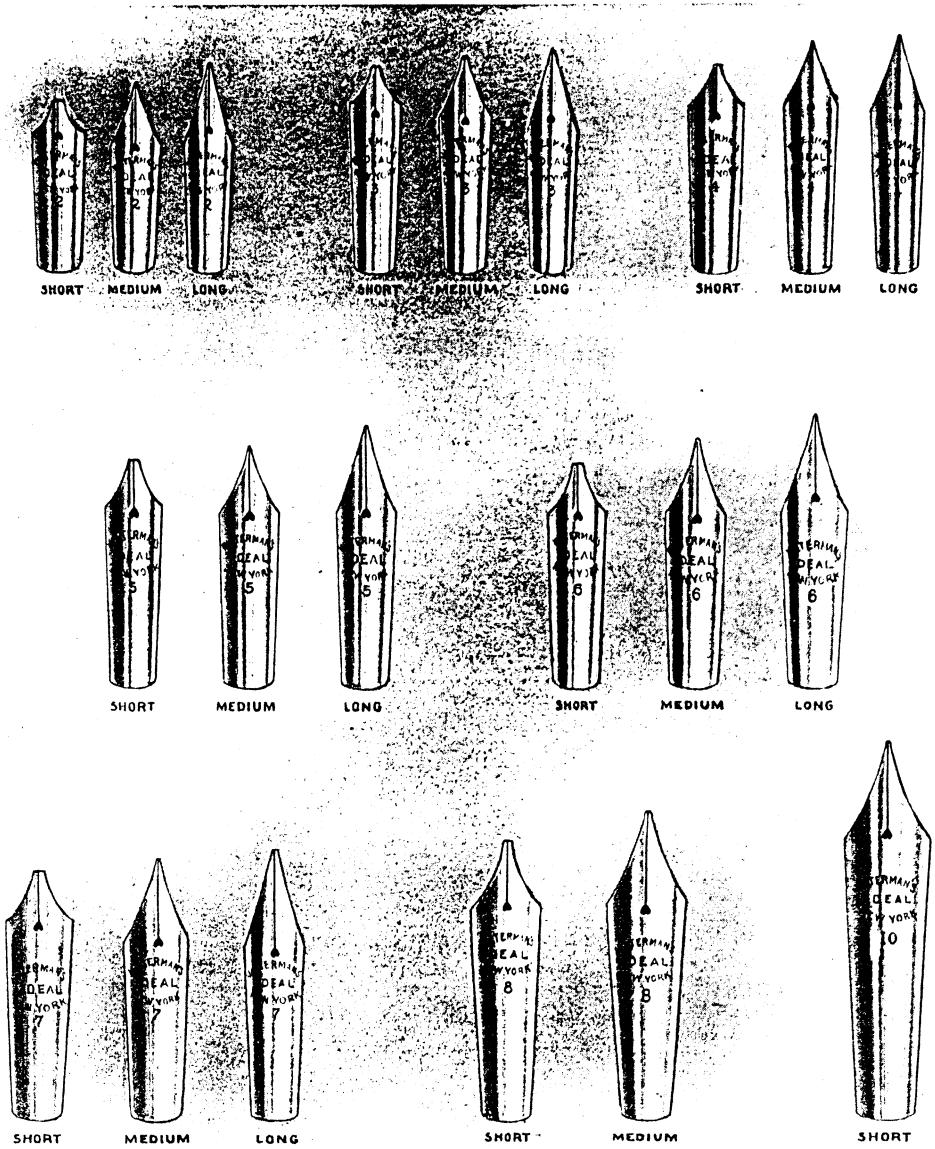
Masonic Design
\$75.00

We are prepared to furnish any special mountings which may be required, and of which the above designs are suggestive. We are always pleased to supply suggestions and quote prices upon request. Clip-Cap extra; see page 58.

Gold Pens

ALL pens bearing our imprint are made of 14-karat gold, hand-tempered and tipped with selected iridium (the hardest metal) for everlasting use. Pens are made in all styles and sizes and are carefully ground to every imaginable kind of point in order that every writer may be perfectly suited with a favorite style. The action of any steel pen can be exactly duplicated, upon receipt of sample.

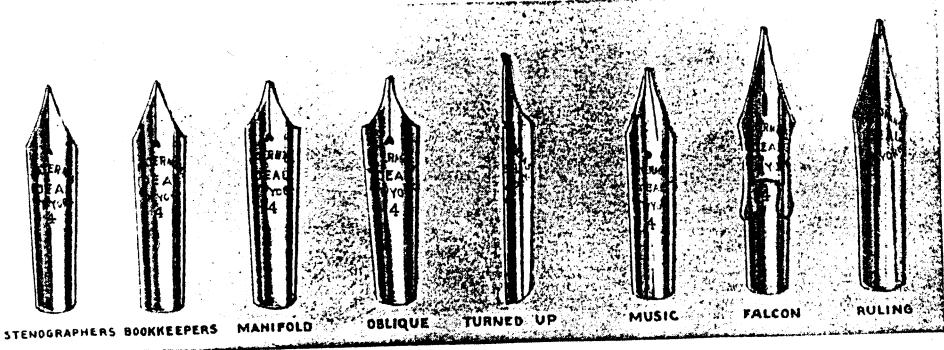
Below are illustrated, in actual size, gold pens Nos. 1-10, showing the various length nibs in which each size is made.



All short and medium nibs made with fine, medium, coarse and stub points.
All long nibs are made with fine, medium and coarse points.
Comparison of fine, medium, coarse and stub points shown on opposite page.

Gold Pens

MOST of the sizes shown opposite can be had with various special points for specific writing purposes, a few of which are illustrated below. This specializing in manufacture assures that the requirements of every writer can be exactly fulfilled.



Stenographers' Pens are made in various grades of flexibility to shade properly for any system.

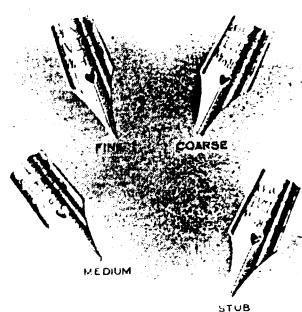
Bookkeepers' Pens are made to write so finely, distributing the ink lightly, that, although legible, no blotting is necessary.

Manifold Pens are made with nibs so stiff that the necessary pressure to make several carbon copies may be brought to bear, and so smooth as to be perfect for general use.

Oblique Pens for writers who hold the pen between the first and second fingers, or other odd positions.

Turned-up Pens or ball points of different degrees of fineness.

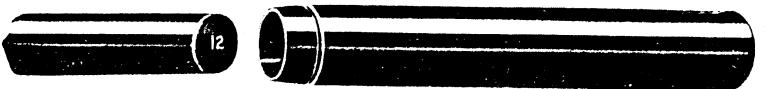
Illustration shows comparison of fine, medium, coarse and stub points in which each size pen is made, as described on opposite page. Stub pens can be had with narrow, medium or broad points.



In short, our gold pens are the best that can be made, in every respect. The purity of the gold makes them non-corrosive; the unexcelled workmanship, the variety of points, and the grades of flexibility, all tend to the perfection of Waterman's Ideal. We are thus enabled to suit everyone with his favorite pen, warranted unconditionally and guaranteed to be satisfactory or refund money.

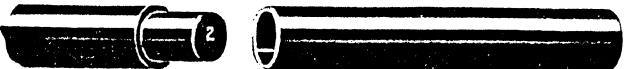
The Five Styles of Holders

There are five styles of Waterman's Ideals:



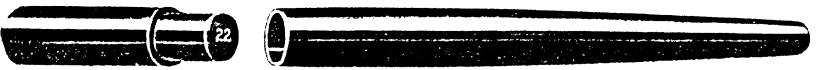
Cone Cap Holder

THE cone cap holder embodies many principles, which are far in advance of all other styles of fountain pen holders ever made. This style, original with us, is the result of years of constant study and experiment. The holder is smooth and regular and easy for the fingers of the writer, as it prevents exhaustion of muscles. This style may be held without the strain of the usual tight grip and hard pressure. The caps may be duplicated by mail, in any part of the world, without requiring the holder to be fitted, owing to the self-adjustment of the cap over the evenly-tapered cones, both at the neck of the holder, to cover the gold pen, and at the tip end when writing. The cap fits on the barrel, over the ink joint, avoiding its loosening or tightening in removal, and protecting it from breaking. The caps of a certain size will fit exactly on either end of any holder stamped with a similar number.



Straight Cap Holder

Our original style, which is still preferred by some writers. The cap fits up against the shoulder at both ends, but when in place affords a symmetrical appearance, which cannot be excelled.



Taper Cap Holder

A combination of the straight and taper styles, for pocket or desk use, and particularly appropriate for ladies, being slender and a very gracefully-shaped holder.

This style we neglected to patent; hence, have been complimented by most manufacturers copying it.



Desk Holder

The best style for office or library use. A long, taper barrel, as slim as is possible for the size of the pen carried, and with a smooth surface from pen to tip.



Safety

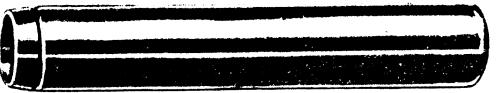
The latest development in Waterman's Ideals; was planned for those who require a pen that can be carried in any position without spilling.

The Five Styles of Caps

(See page 67 for prices)

Cone Caps

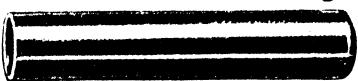
MENTION the number appearing on the butt end of any holder of the Cone shape, and the finish desired, and we can supply any cap required. The Cone Caps listed can be supplied mounted with plain or chased gold band, or etched silver band, with name plate, at \$1.00 additional.



Styles: Plain, Chased, Mottled and Cardinal

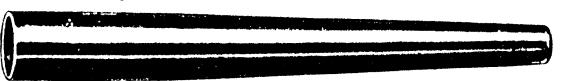
Desk Holder Caps

are identical with the regular Cone Cap as shown.



Straight; Styles: Plain and Mottled

To replace either a Straight or Taper Cap, it is necessary that we receive the holder in order to fit them accurately against the shoulder. There is always some variation in the size of the holder, depending upon the length of time it has been in use.

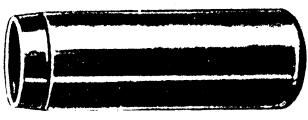


Straight; Styles: Plain, Mottled and Cardinal

Safety Pen Caps

These caps are threaded inside. To insure a proper fit, the holder must be submitted in order that they will be absolutely ink tight.

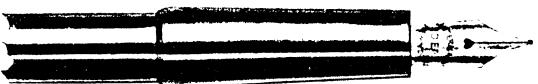
Above caps mounted in any style, with gold or silver to match the mounting on the barrel, can be furnished promptly. Write for information.



Styles: Plain, Chased, Mottled and Cardinal

Thimble Cap

A clever, yet simple, device for protecting fingers, that by habit of the writer creep so far down on the holder, as to sometimes touch the



gold pen. These caps are the same price as our ordinary Cone shape caps, and are made in all sizes. This device is simply a two-piece cap, both parts of which are removable.

For bookkeepers, stenographers and expert writers we make a hard rubber bell-shaped finger guard that fits over the joint, acting as a rest for the finger and preventing cramping. Fitted to cone cap holders only. Price, 25c each.



Ideal Clip-Caps

THE patented Clip-Cap described on page 14, is without doubt one of the greatest factors in rendering Waterman's Ideals the practical pocket writing instrument of all time. They are demanded everywhere, owing to their broad publicity and their satisfactory use.

A simple but strong device that grips the pocket, and is a positive protection against loss.



Clip Separate

Made in Four Qualities

Costs of Clips, separate, in the various metals

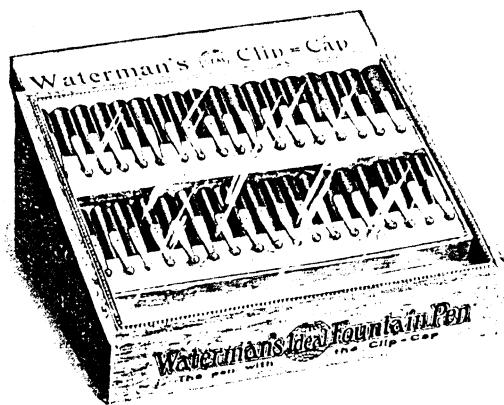
German Silver.....	\$.25	Rolled Gold.....	\$1.00
Sterling Silver.....	.50	Solid Gold.....	2.00



Clip-Cap

Cost of Complete Clip-Caps

	German Silver	Sterling Silver	Rolled Gold	Solid Gold
Nos. 2, 12, 22 Cap with Clip attached	\$.50	\$.75	\$1.25	\$2.25
" 3, 13, 23 "	.50	.75	1.25	2.25
" 4, 14, 24 "	.50	.75	1.25	2.25
" 5, 15, 25 "	.55	.80	1.30	2.30
" 6, 16, 26 "	.65	.90	1.40	2.40
" 7, 17, 27 "	.75	1.00	1.50	2.50
" 8, 18, — "	.75	1.00	1.50	2.50



Glass Front Case, with Drawer

Actual Size, 9 1/4 x 7 x 3 3/8

3 dozen Assorted Clip-Caps in Show Case, complete, \$18.75

For the convenience of the trade in fitting Clip-Caps on any Cone Shape pen that may be presented, we have prepared a small, well selected assortment, in an attractive counter display case as illustrated.

To ascertain the cost of any separate Clip-Cap, add the price of the Clip (see above) to that of the Cap (see page 67).

The numbers on the butt end of any Waterman's Ideal denote the size of cap to fit.

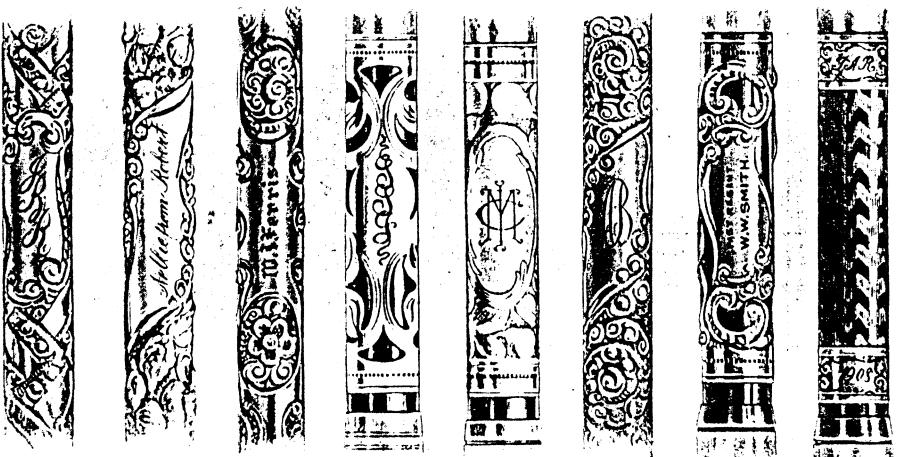
If your customer desires to trade in his Waterman's Ideal Cap for a Clip-Cap of the same size, accept it, and charge only for the clip, providing the cap returned is in good condition. We will exchange any such caps for Clip-Caps, to replenish your stock, and charge for the clips only.

When a clip is desired in connection with the sale of a complete new pen, add the cost of the clip to that of the pen.

ENGRAVING

GOLD and Silver mounted pens, in most styles, have a plain space, or name plate, for engraving. We maintain an engraving department especially for the convenience of our trade, and we are, therefore, prepared to handle all orders for this class of work promptly and skillfully.

Style E1 Style E2 Style E3 Style E4 Style E5 Style E6 Style E7 Style E8



Style E 2, Script.....	4c per letter
Style E 8, Script.....	4c per letter
Style E 7, Block.....	6c per letter
Style E 3, Old English, small	10c per letter
Style E 3, Old English, capitals only.....	15c per letter
Style E 1, Dropped cipher..... (3 letters or less)	40c per pen
Style E 6, Script monogram..... (3 letters or less)	40c per pen
Style E 4, Ribbon monogram	75c per pen
Style E 5, Block monogram..... (3 letters or less)	75c per pen

We do no engraving for less than 15c

We illustrate above the several regular styles and quote prices for the work. In ordering engravings exceptional care should be taken to write initials, name or date very distinctly, as alterations cannot satisfactorily be made.

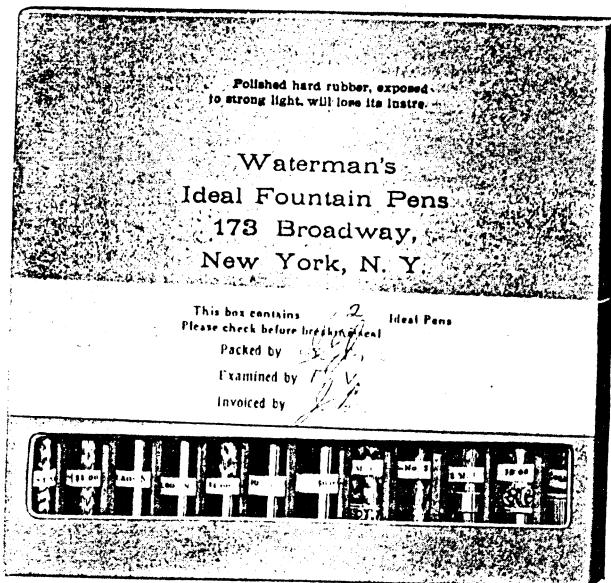
During the Christmas Season orders cannot be executed promptly if received later than December 15th.

Method of Boxing

For Wholesale and Retail

THE convenient and consistent method of boxing Waterman's Ideals, in a uniform manner, has long been a great aid to our dealers, and the particular style of blue boxes used has become established as part of our trade mark.

The illustration below shows the style of box employed in shipping pens to dealers. In packing pens for shipment, they are placed in these boxes, containing six, nine or twelve pens, which are carefully sealed. After sealing, they are checked in three departments, as the label bearing style, size, kind of gold pen point and price on every one of our pens can readily be seen through the opening in the box, and every possibility of removal is eliminated unless the seal is broken. In this manner dealers can readily check invoices, and if the seal is unbroken there is no possibility of loss, unless tampered with in transit. If shortage should occur, immediately return entire shipment to us, with the wrapper, at our expense.



With shipments of unmounted pens, we include a supply of our regular individual blue paper boxes, containing filler and instructions. With shipments of pens for the Christmas Season, we supply our special design individual Holly Boxes, which are so much appreciated. When requested, we can also supply attractive and properly designed boxes for the Easter Season.

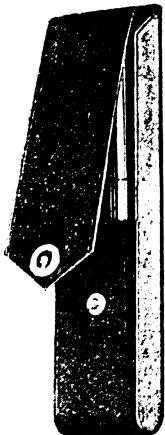
Method of Boxing For Retail

The illustrations below suggest the various handsome grades of cases in which Waterman's Ideals, of the various styles, are supplied.

Each case contains filler and instructions.

Small size boxes hold pens, sizes 12 to 15
Large " " " 16 and larger

The two styles shown in this column
supplied free of charge with mounted pens,
retailing at \$3.50 to \$7.50.



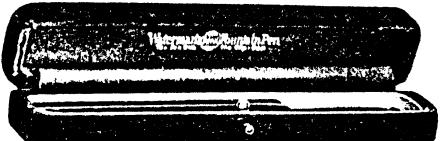
Knapsack
Imitation leather, lined with purple velveteen
In two sizes
No. 4, Small, 25c; No. 6, Large, 25c



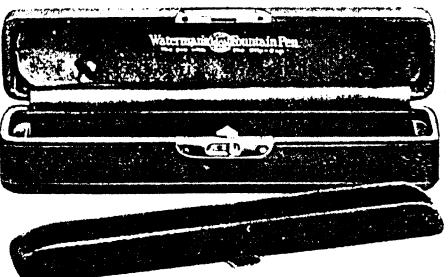
Imitation Morocco
Lined with purple velveteen and satin
In three sizes
No. 24, Small, 25c; No. 26, Large, 25c;
No. 28, Extra Large, 35c



Green Morocco
Lined with fine green velvet and satin
In two sizes
No. 24, Small, 50c; No. 26, Large, 50c
Furnished free of charge with pens retailing
at \$7.50 to \$10.00



Purple Velvet
Lined with finest purple velvet and satin
In one size only
No. 126, \$1.00
Furnished free of charge with pens retailing
at \$10.00 to \$15.00

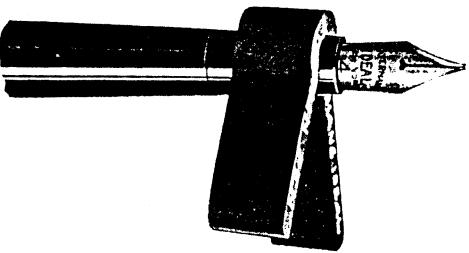


Leather with removable block
Lined with finest green velvet and satin
In one size only
No. 226, \$1.50
Furnished free of charge with Solid Gold Pens

Illustrations are one-third actual size

Ideal Joint Openers

MANY fountain pen users are in the habit of screwing down the neck or joint very tightly and sometimes lay the pen aside for weeks, with the result that the unscrewing of the joint becomes a difficult matter, as there is so little room to grip. It was for this reason that our Joint Opener was designed to fit any style fountain pen, taking a tight grip on the section, permitting same to be readily unscrewed without in the least injuring the finest holders.



Opener on Joint Section

Attractively carded on display stands of one dozen each, the use of which greatly aids in their sale.

Price, \$1.20 per dozen.

Ideal Pen Cleaners

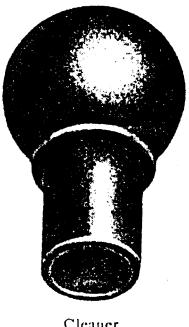
The use of different kinds of ink in a fountain pen, some of which may be muddy and thick, will in time clog its most delicate part—the Feed.

This, then, should be thoroughly cleansed from time to time, and as the gold pen should never be taken apart or separated from the feed in any way, we designed this Pen Cleaner,

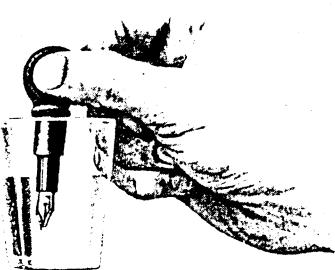
for the greatest convenience in use. It is only necessary to place this bulb over the screw-end of any size section, and drawing and discharging water by the use of the bulb thoroughly cleans the inner parts and dissolves any gummed ink.

Attractively carded on display stands of one dozen each, the use of which enhances the sale.

Price, \$1.80 per dozen.



Cleaner

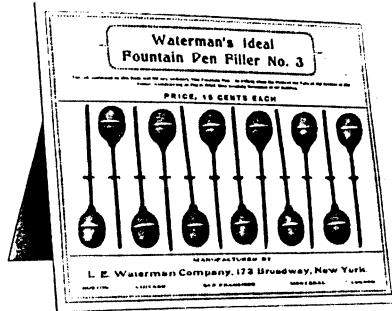


Cleaner in use

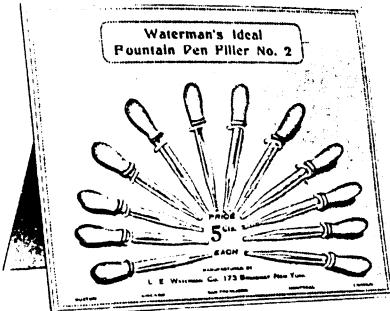
Ink Fillers

FOR years past our dealers have been called upon to supply to their customers, without charge, ink fillers for fountain pens, in cases where they have been lost or broken. To do this it has been necessary to remove them from the regular stock boxes, furnished to pack the individual pens in for sale.

In order that this trouble might be eliminated, and dealers enjoy the additional profits, which would result from the sale of these fillers, we prepared two styles and mounted them attractively on display cards, as shown. The result of this has been a demand for them that has never been known.



No. 3 Style—Rubber Tube and Bulb
Price, \$1.80 per dozen, carded



No. 2 Style—Glass Tube with Rubber Bulb
Price, 60c per dozen, carded

The No. 3 Style is indestructible and holds a sufficient quantity of ink to completely fill any ordinary size of fountain pen. The tube is sufficiently long to place at the bottom of any holder, thus avoiding the formation of air bubbles by withdrawing the bulb as pen is filled.

Mercantile Snapper-Catches

A convenient holder, designed for those who require an article to hold pen or pencil in pocket, and that is interchangeable and adjustable to any size.

The price is low and the demand is continually proving to be very large for a holder of this kind.

Made of highly-tempered spring steel, in gun metal finish, in three sizes: No. 11, Small; No. 12, Medium; No. 16, Large.

Attractively mounted—three dozen assorted sizes—on handsome, embossed celluloid card.

Price, \$1.20 per dozen.



Safety Pockets

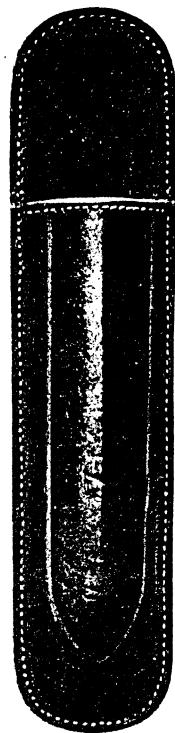
FOR convenience and safety in carrying fountain pens. Made in vest pocket or châtelaine styles. The greatest security against loss of pens where the Clip-Cap is not employed or for ladies' use.

Our complete line is made very substantial in quality and from selected skins of leather or finest grade velvet.

A full stock will show increased sales and interest in your fountain pen department and prove a ready seller.

Vest Pocket Styles with Safety Fastener on back

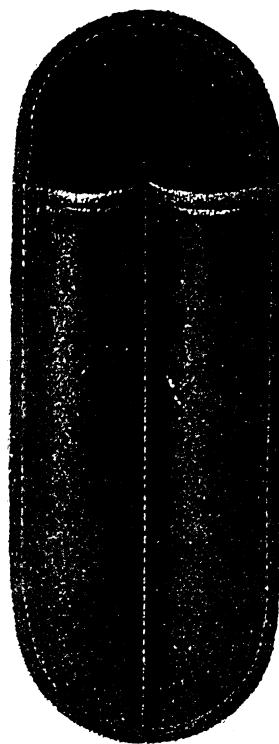
One Part



Leather
Colors: Black, Russet and Tan
Price, \$1.80 per Doz.

Velvet
Colors: Green and Brown
Price, \$2.40 per Doz.

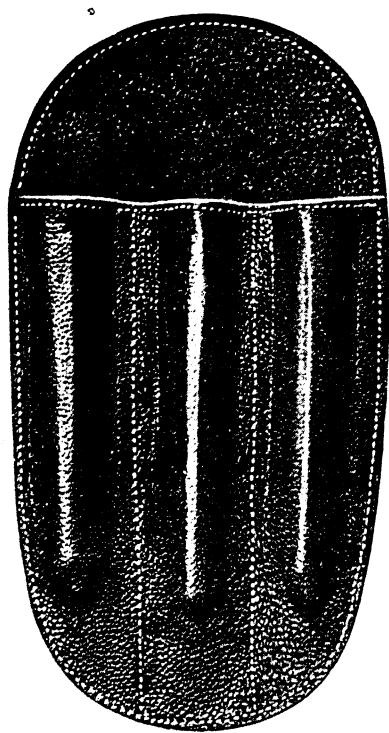
Two Parts



Velvet
Colors: Green and Brown
Price, \$3.60 per Doz.

Leather
Colors: Black, Tan and Russet
Price, \$2.40 per Doz.

Three Parts



Leather
Colors: Black, Russet and Tan
Price, \$3.00 per Doz.

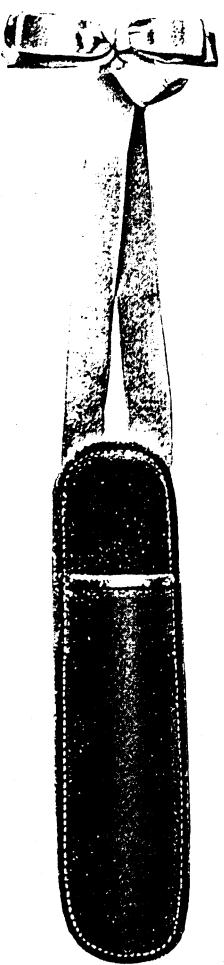
Velvet
Colors: Green and Brown
Price, \$4.80 per Doz.

Special prices quoted in quantities of a gross or more

Safety Pockets

AS Waterman's Ideals increase in their popularity with ladies the various accessories that are used in conjunction therewith continue to increase in sale. It is our opinion that one of these pockets can be sold to every lady, who purchases or uses a fountain pen. For gift purposes they are very popular, being inexpensive, yet appropriate, and of the finest quality. Especially desirable for business or professional women.

One Part



Velvet

Colors: Green, Brown
Price, \$6.00 per doz.

Leather

Colors: Black, Tan and Russet
Price, \$3.60 per doz.

Two Parts



Leather

Colors: Black, Tan and Russet
Price, \$4.80 per doz.

Made with one or two parts with snap-loop or safety attachment to attach on belt or dress



THE five simple parts of the regular styles of Waterman's Ideals are plainly illustrated and described on page 13 of this book. Each of these parts pass final inspection in their respective departments and are guaranteed perfect when sold.

Our Repair Department is maintained for the convenience of our customers in cases of loss or accident.

In order that the high reputation of Waterman's Ideals may be maintained we desire that all dealers send them to us for repairs. This must be done whether the repair is to be made on the gold pen or any of the parts, for in any case our expert and careful attention is necessary.

No one can have so great an interest in repairing pens perfectly as ourselves, nor can anyone else be expected to have as good knowledge of the pens, and what is required to put them in the most serviceable condition, as the makers, who guarantee them and have built the reputation for "the best and standard fountain pen of the world."

In most instances pens can be repaired and returned the same day they are received, and especially so where instructions are explicit and these directions followed:

Directions

1. Whenever a new gold pen is wanted, or any adjustment of parts is necessary, the complete holder must be sent to us.
2. Empty out the ink before mailing a fountain pen.
3. Positively mark your name and address plainly on the package in order that we may identify it and connect it with your letter of instructions.
4. To insure safety, packages should always be registered. We note in what mail class the pen is received and return it through the same class (charging mailage costs), and if not registered, at the risk of the sender.

Repaired holders will show the effects of wear and use but can be made to give as good service as new ones.

Repair Department—Continued

Price List of Separate Parts—Plain, Chased, Cardinal or Mottled

The following prices refer to styles—Cone, Taper and Straight Cap, Check Book and Secretary.
See Page 13 for illustration of parts.

No. on Holder	Gold Pens—D		C Feed Bar	B Point Section	A Barrel	E Cap	Complete Holder
	Price on New	Allowance on Old					
2-12-22	\$1.25	\$0.20	\$0.75	.75	\$0.75	\$0.25	\$1.75
3-13-23-43	1.50	.30	.75	.75	.75	.25	2.25
4-14-24-44	1.75	.40	.75	.75	1.00	.25	2.50
5-15-25-45	2.25	.50	.75	.75	1.25	.30	2.75
6-16-26-46	2.75	.60	.75	.75	1.50	.40	3.25
7-17-27	3.25	.70	.75	1.00	2.00	.50	4.25
8-18-28	3.75	.80	1.00	1.00	2.00	.50	4.25

Numbers are stamped on the butt end of every holder

Price List of Separate Parts of Pump-Filling Pens

See pages 25 and 46

No. on Holder	Gold Pens		Feed Bar	Plunger with Piston	Barrel	Cap	Complete Holder
	Price on New	Allowance on Old					
12 P.	\$1.25	\$0.20	\$0.75	\$1.25	\$0.75	\$0.25	\$2.25
13 P.	1.50	.30	.75	1.25	.75	.25	2.75
14 P.	1.75	.40	.75	1.25	1.00	.25	3.00
15 P.	2.25	.50	.75	1.25	1.25	.30	3.25
16 P.	2.75	.60	.75	1.25	1.50	.40	3.75
17 P.	3.25	.70	.75	1.25	2.00	.50	4.25
18 P.	3.75	.80	1.00	1.50	2.00	.50	4.75

Numbers are stamped on the butt end of every holder

Price List of Separate Parts of Safety Pens

Read page 44 carefully

No. on Holder	Gold Pens		Feed Bar	Interior Spiral	Barrel	Cap	Complete Holder
	Price on New	Allowance on Old					
12 v.s.	\$1.25	\$0.20	\$0.75	\$0.75	\$0.75	\$0.25	\$2.25
14 v.s.	1.75	.40	.75	.75	1.00	.25	2.50
15 v.s.	2.25	.50	.75	.75	1.25	.30	2.75
12 s.	1.25	.20	.75	.75	.75	.25	2.25
14 s.	1.75	.40	.75	.75	1.00	.25	2.50
15 s.	2.25	.50	.75	.75	1.25	.30	2.75

Numbers are stamped on the butt end of every holder

The above prices on gold pens, feed bars and point sections apply also to these parts of all mounted styles; the gold and silver mounted barrels and caps cost additional according to the style of mounting.

Gold Pens are repointed or straightened for 50 cents each. Repointed pens cannot be warranted to wear well, nor to have the same quality of point or flexibility as new pens. We do not guarantee repointed pens. Pens smaller than No. 5 are seldom worth repointing.

Caps for Cone Cap Holders (12-18) and Desk Holders (43-46) can be supplied on order. In fitting shoulder necks, however (Straight Holders, 2-8; and Taper Cap Holders, 22-28), we require that the holders be sent to us to have caps fitted.

Waterman's Ideal Ink

Satisfaction in writing is impossible without the use of a suitable ink.

Waterman's Ideal Ink is the result of years of experience in an endeavor to obtain a grade that will fulfill every requirement for a uniform ink that is absolutely the best for fountain pen purposes, as well as all general uses.

We guarantee our Ink to be the best fluid Ink that can be manufactured.

The superior advantages of Waterman's Ideal Ink are :

1st. Its Permanently Fluid State.

This means the elimination, by filtration, of all sediment in the pen or bottle, insuring a free and even flow of ink, and no loss.

2d. Its Non-corrosive Feature.

Being made under the direct supervision of the best chemists in the world, the constituent parts are chemically pure, and the minimum of acids is used.

3d. Its Record Qualities are Everlasting.

This feature is a most important one, and is lacking in many of the so-called high grade inks.

4th. Its Uniformity.

There is never any variation in our ink, the contents of each bottle being identical as to quality, quantity, color and consistency.

To give the maximum of satisfaction in Waterman's Ideal Fountain Pens, it is an absolute necessity for us to supply the best ink that can be manufactured.

Desk Filler and Traveler's Filler Styles

furnish low-priced and convenient forms of put-up, which are constantly demanded. Hundreds of thousands of users of Waterman's Ideal Fountain Pens (realizing the fact that other inks *may be* used) continue to insist upon having our ink.

Our combined writing and copying ink produces perfect copies, and will not gum.

"Waterman's Ideal" is the guarantee of the best ink that can be made; as it has been, for the past quarter of a century, on the most successful fountain pen ever produced.

All styles and sizes are neatly, attractively and securely boxed for the most advantageous carrying of stock and handling, and are strongly cased for shipping purposes.



Style of Packing

Waterman's Ideal Ink



Illustrating 2, 4
and 6-oz. bottles.
Made in all colors.

Colors: Blue Black, Combined Writing
and Copying, Red, Jet Black, Green and Violet

Illustrating various styles. For prices see following page.

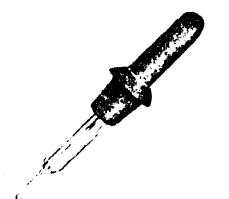
The Traveler's Filler supplies the only style of
package that is mailable, owing to its safety. The
additional cost of mailing a single wood filler is
8 cents.



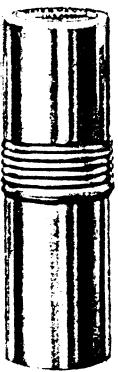
Desk Filler style.
4-oz. size holds ap-
proximately 50 fill-
ings. With solid
rubber stopper,
dropper and nickel
screw cap. See fol-
lowing page for
display case.



Traveler's Filler
including a solid rubber stopper and
dropper in bottle, held firmly in place
by a spring in neat wooden, screw top
box. See following page for display
case.



Combination Filter and Stopper



Nickel Traveler's Filler
Similar in construction to wood filler.
Neatest and most durable style ever
produced. Furnished with display
case, same style as wood filler.



Half Pint
In all colors



Quart
In all colors



Pint
In all colors

All prices shown on following page

Waterman's Ideal Ink

THE prices of our superior ink compare favorably with those of all other makes which have no specific use other than for ordinary writing purposes and supplied by means of the old-fashioned ink well. Advisable $\frac{1}{2}$, 1, 3 and 5 gross assortments have been arranged to allow dealers, in ordering, to obtain the increasing quantity discounts, and to retain full case lots as far as possible, reducing freight charges to a minimum, in addition to insuring convenience and safety in handling. Write for our assortment suggestions and discounts.

Retail Price List

Blue Black	Combined Writing & Copying	Red
Per Doz.	Per Doz.	Per Doz.
2-oz.....\$1.20	2-oz.....\$1.20	2-oz.....\$1.80
Size F—4-oz.....1.80	Size F—4-oz.....2.40	Size F—4-oz.....3.00
4-oz. Desk Filler.....3.00	4-oz. Desk Filler.....3.60	4-oz. Desk Filler.....4.20
6-oz.....3.00	6-oz.....4.20	6-oz.....4.80
6-oz. Desk Filler.....4.20	6-oz. Desk Filler.....5.40	6-oz. Desk Filler.....6.00
Traveler's Filler, Wood 3.00	Traveler's Filler, Wood 3.60	Traveler's Filler, Wood 3.60
Traveler's Filler, Nickel 6.00	Traveler's Filler, Nickel 6.60	Traveler's Filler, Nickel 6.60
$\frac{1}{2}$ -pint.....4.20	$\frac{1}{2}$ -pint.....5.40	$\frac{1}{2}$ -pint.....7.20
1-pint.....7.80	1-pint.....9.00	1-pint.....12.00
1-quart.....12.00	1-quart.....13.20	1-quart.....18.00
The above prices apply also to Jet Black, Green and Violet.		
Our Combined Writing and Copying Ink produces perfect copies and will not gum.		
Our Red Ink will render several perfect copies.		

Copying Ink can be supplied, but for fountain pen use, the combined make is recommended. Combination Filler and Stopper, per dozen, \$1.20.

Above prices are F. O. B. New York, Boston, Chicago, San Francisco or Montreal.

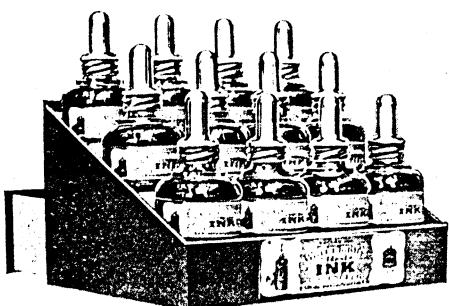
Shipping Instructions.—Enclosure directions carefully followed when ink is to be shipped through jobbers in our branch cities. All orders shipped promptly during the favorable season, extending generally from April 1st to November 1st. Give us definite instructions to save delays in transportation. Quantity orders for assorted sizes are subject to special discounts.

Counter Display Stands furnished with Desk and Traveler's Fillers



Traveler's Filler Display Stand
Furnished with orders for 1 dozen, or more, either Nickel or Wood Fillers. Complete weight, cased, 6 lbs.

The attractive manner in which Waterman's Ideal Ink is boxed and labeled, and the handsome display stands furnished, for display purposes, contribute largely to the constantly increasing sale.



Desk Filler Display Stand with Drawer
Showing improved style filler. Furnished only with orders for 3 dozen. Complete weight, cased, 6 lbs.



The SELLING ADVANTAGES of a COMPLETE STOCK

THE old trade statement that "goods well displayed are half sold" undoubtedly applies to the fountain pen department more than to any other.

A complete stock is advisable in order to fulfill the many varied demands on this branch of your business. The field for the sale of fountain pens is unlimited, as everyone who writes—from school days on through life—is a possible purchaser. There are many different styles of handwriting, each requiring a certain character of pen point. It is well known that the purchasing public quickly recognizes the condition of where to go to obtain the best selection of any article. In this respect the complete stock is invaluable to increased sales. A demand for a style not in stock often causes not only the loss of a sale but of a customer.

In addition to a good-sized assortment of pen points in the regular styles, having and displaying a representative line of Gold and Silver mounted pens, daily proves its value and sense in the sales of higher-priced pens, not only for gift purposes but for the permanent use of purchasers. A Waterman's Ideal will last its owner a lifetime; therefore, the selling of a handsomely mounted pen becomes an easy matter; the additional cost divided into its years of service is small indeed. The large sizes are also in demand by business and professional men.

Waterman's Ideals, in each style, are advertised in every State, county and city of the country, every month of each year. The prices are uniform throughout the United States. As a result purchasers will patronize the dealers, who, through the display of the line, have made it generally known and identified with their stores.

It is impossible for a dealer to carry in stock every pen shown in this catalogue, but the representative assortments will serve to attract new and profitable trade.

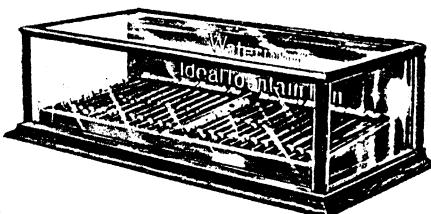
The space required for display is small and the profits more than justify its use for a well organized fountain pen department.

Our show case service, shown on the following pages, will be of great assistance to all dealers.

Show Case Assortments

Read Page 71

2 Dozen Assortment



Illustrating Show Case No. 2

Where a 3 Dozen assortment is preferred we will gladly arrange for proper Show Case for display purposes, upon request.

4 Dozen Assortment

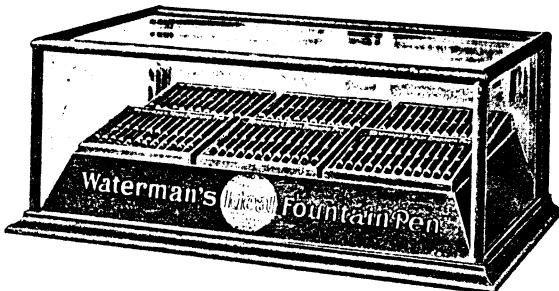
With orders for 4 dozen Waterman's Ideals, of styles as may be selected, we will loan our No. 8 Show Case, illustrated. Size, $18\frac{1}{2} \times 21 \times 11\frac{3}{4}$ inches high. Fitted with cabinet drawer, partitioned and labeled to hold extra stock, repairs, selling aids and accessories. Either oak or cherry wood trimming and four plush-lined trays holding one dozen pens each. With spring back and special lock and key.



Illustrating Show Case No. 8

6 Dozen Assortment

With orders for 6 dozen Waterman's Ideals, of styles as may be selected, we will loan our No. 13 Show Case, illustrated. Size, $18\frac{1}{2} \times 29\frac{1}{2} \times 11\frac{1}{2}$ inches high. Fitted with cabinet drawer, underneath trays, partitioned and labeled to hold extra stock, repairs, selling aids and accessories. Either oak or cherry wood trimming, and six plush-lined trays holding one dozen pens each. With spring back, special lock and key.



Illustrating Show Case No. 13

When desired we will gladly furnish our suggestions for advisable assortments of any quantity, made up according to the size of a city, locality, etc., and containing as general assortment as the quantity will allow.

Any pens in stock, and in good condition, which are found to be slow sellers, will be exchanged at any time. In the event of a desire to discontinue the sale we undertake to buy back any, or all, pens unsold and in stock.

We offer special terms for initial orders for these assortments.

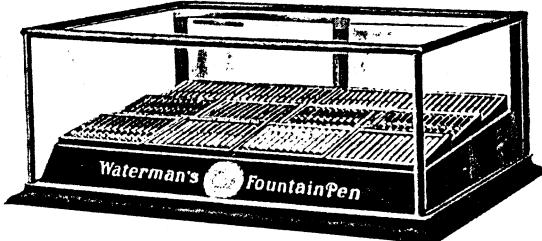
Show Case Assortments

Read Page 71

12 Dozen Assortment

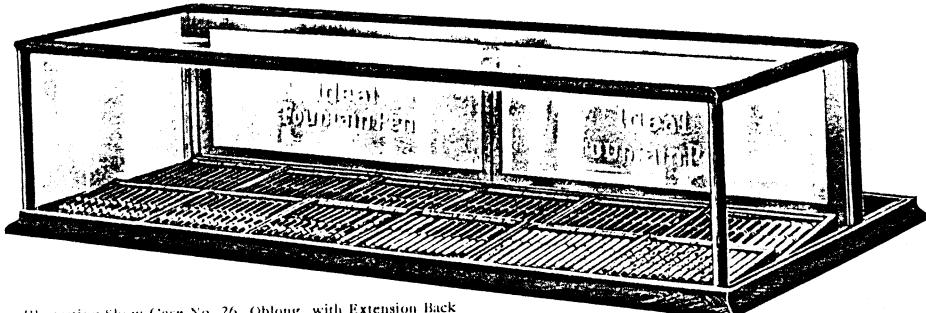
WITH orders for 12 dozen Waterman's Ideals, of styles as may be selected, we will loan either of the three Show Cases illustrated on this page, as may best be adapted to any surrounding displays. Either of these styles are made with oak or cherry trimmings and handsomely

finished. Each contains twelve plush-lined trays, holding one dozen pens. These cases have spring doors in back, with special lock and key. Styles Nos. 24 and 27 contain cabinet drawer, partitioned and labeled to hold extra stock, repairs, selling aids and accessories.



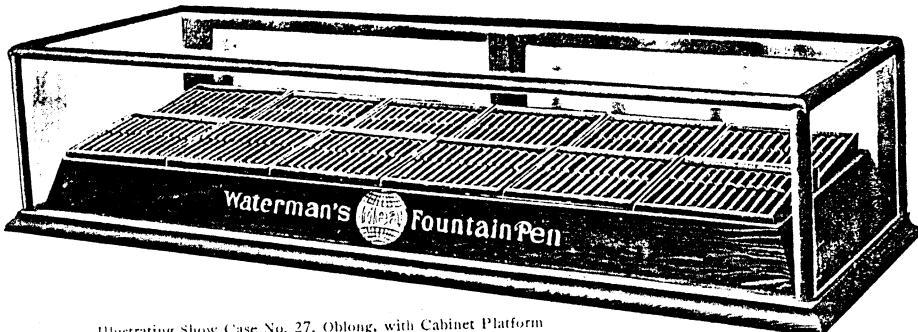
Illustrating Show Case No. 24. Size, 34 $\frac{1}{4}$ x 25 $\frac{1}{4}$ x 11 $\frac{1}{2}$ inches high

When desired we will gladly furnish our suggestions for advisable assortments of any quantity, made up according to the size of a city, locality, etc., and containing as general assortment as the quantity will allow.



Illustrating Show Case No. 26, Oblong, with Extension Back
Size, 49 x 16 $\frac{3}{4}$ x 11 $\frac{1}{2}$ inches high, with 8-inch extension

Any pens in stock, and in good condition, which are found to be slow sellers, will be exchanged, at any time. In the event of a desire to discontinue the sale we undertake to buy back any, or all, pens unsold and in stock.

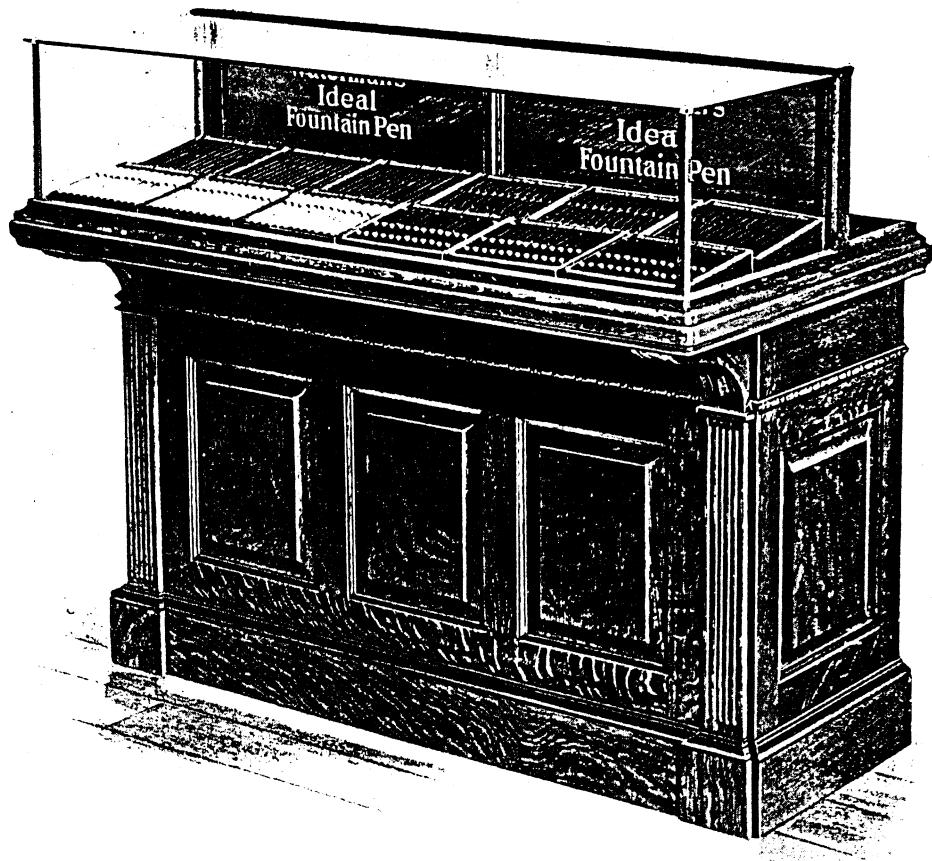


Illustrating Show Case No. 27, Oblong, with Cabinet Platform
Size, 49 x 16 $\frac{3}{4}$ x 11 $\frac{1}{2}$ inches high

We offer special terms for initial orders for six dozen assortments.

The Complete Department
Read Page 71

THIS equipment, consisting of an attractive all glass show case, with plush trays, may be placed on one of your permanent counters or on a special base of the design suggested below, which may be conveniently arranged to contain everything that the pen salesman needs. Under this system of displaying and handling stock, your pen business is transformed into a department of primary interest to your customers as well as profit to yourself.



Glass show case we will loan. The finished base to fit it we will supply from our manufacturer at cost price or send blue print drawing, with all necessary details for making.

Make your pen department an ornament to your store. You should be proud of its completeness and jealous of your reputation for carrying the best goods and sparing no pains to serve your customers. Give the business a chance to grow by transplanting it from its present position, confused with other stock, to a handsome and convenient department of its own with an assortment of twenty-five to fifty dozen Waterman's Ideal Fountain Pens. It will develop new vigor that will surprise you.



IT is the purpose of this company to so aid dealers, selling Waterman's Ideals, in the managing of their department, that their stock will not only be in the finest possible condition, but safeguarded. We aim also to so instruct our dealers that they may become expert in their knowledge of the line, and so command the business of a community.

A few suggestions, outlaying a system for the department, we believe are in order.

First : Keep the pen case locked at all times except when pen customers are at the counter.

Second : Appoint one clerk in full charge of the pen stock and case, except at lunch hour or vacation time, when his understudy or associate takes charge.

Third : Before 9 o'clock every morning have every tray filled with pens in the order adopted.

Fourth : Insist on the sale of every pen, or an exchange for cash, being reported, daily, to the cashier, or buyer, on a ruled blank.

Fifth : After each sale, place in the vacant space in the tray, a colored wooden stick, or lead pencil, of a certain style, each color representing a different price. These indicators of sold pens to be handed to the salesman by the cashier, upon receipt of the price of the pen sold. This little dummy is absolute security against petty thieves, where attention is given to the system to see that no tray is ever placed on the counter unless every space is occupied by either pen or dummy.

Sixth : In making free exchanges resort to the reserve stock, for there is a possibility of becoming mixed by substituting dummies for pens when no sale has been made.

Seventh : Keep all pens in show case filled with fluid ink, capped, and placed in trays with points up. Every Wednesday morning, we will say, between 8 and 11 o'clock, examine every pen, filling empty vent holes in caps with red wax, relabeling where necessary, and preparing for express to this company all pens in need of small attentions, or repairs, and recording same in a book especially kept for this purpose.

Eighth : Check up sales record at 5:30 p. m. with the number of dummies in the show case and be certain they balance, sending the day's record sheet to the office.

This system has been found invaluable where diligently carried out.



WATERMAN'S IDEAL, when suggested in any part of the world, will immediately be recognized as the standard make of fountain pens.

The large margin of profit enjoyed through their sale, justifies a careful study of the line by at least one of your salesmen. This course of study will aid greatly in the development of your department, and as a result, your customers, through entire satisfaction, will constitute an unequalled standing advertisement.

We desire to impress upon you the fact that Waterman's Ideals have a uniform retail value throughout the United States; consequently you can serve your customers with as good return for their money as any other dealer handling the line.

All pens should be carried in Show Case, filled, and vent holes in cap closed. In serving your customer, hand out filled pens for trial; owing to the immediate response, in writing, as soon as the point touches the paper you will find direct satisfaction and confidence will follow.

Inquire for what purpose the pen is to be used most generally, for herein lies a strong feature of the line. A pen point can be furnished that will exactly satisfy the demand of every writer, and unless the requirement is fulfilled the greatest contentment will never result. For bookkeepers, stenographers, artists, or manifolding purposes there are special points. If for general use, show a few medium points and carefully watch the result. A knowledge of pages 54 and 55 will insure satisfactory service.

If, by chance, any customer is desirous of experimenting with Self-Filling or Safety Pen departures, you can, without hesitation, present to him either of the styles which we have described on pages 44 and 46.

Selling Advantages—*Continued*

Assure your customer that the pen desired is on trial until satisfactory, and exchange it until perfectly right. Rather refund the money—as long as the pen is in good condition—than have a dissatisfied customer. We are always pleased to send you a memorandum assortment for the inspection, or selection, of any style not in stock.

Guarantee every part of the entire pen to be absolutely perfect when sold, for the careful inspecting departments of this company guarantee that perfection to you when the imprint is placed upon the pen.

It has never been necessary to change the general principles of Waterman's Ideal since its inception, but it is continually being improved. The cone shape, new styles, and such other features as are mentioned below, are continually developing from our Department of Manufactures to meet all modern requirements.

The explanation of the superiority and working of the Spoon Feed (see page 14) and its individual success in Waterman's Ideal will prove exceptionally convincing and account partially for the value of this pen. You will secure many purchasers upon explaining the patented Clip-Cap, which has overcome the bad feature of losing a pen or placing it upside down in the pocket, as well as preventing its rolling off a desk and breaking.

A brief explanation of the simple construction is invaluable, mingled with a few directions how to fill and clean the pen. Another volunteered suggestion, although most always asked, is the ink to be used. Although any good fluid ink may be used, you can always assure both yourself and customer that the use of Waterman's Ideal Ink will give better satisfaction than any other make. We know the requirements, and the result is in each bottle of our ink. (See pages 68-70.)

Fountain Pens of our make are always in demand and have a fixed face value in any part of the United States.

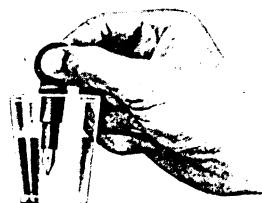
The Care of the Pen

TO FILL a regular style Waterman's Ideal, unscrew the point section (see page 13), and with the use of the ink dropper fill the barrel nearly full with fluid ink. Hold the point of the filler against the side of barrel, allowing the ink to flow down. Dry the end of the barrel and the screw threads with a blotter, then screw the section down firmly, thus preventing all possibility of ink on the outside of the pen. In the event of the point section not unscrewing readily, the aid of an opener, as illustrated on page 62, will serve satisfactorily.

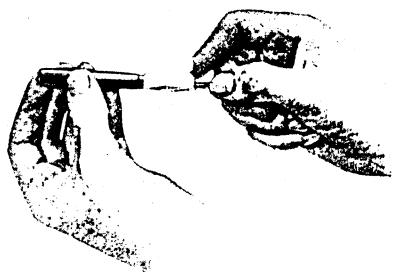


allow cold water to run through it, or fit over the screw threads the cleaner illustrated on page 62, and force water back and forth through the feed. The barrel can be rinsed out repeatedly until it is clean. Hot water should not be used, as it destroys the polish on the rubber. A drop or two of ammonia, used occasionally, will cleanse it thoroughly.

To clean the point section, after having unscrewed it from the holder,



A clean, dry *cap*, is necessary for cleanliness of the entire pen. It should always be removed from the holder by a slight twist from left to right, permitting easy removal and avoiding suction or jarring. This should be done with the pen point up. If the cap becomes soiled inside, by a fall or jar, clean it with tissue paper on the end of a match, or with a blotter as illustrated. Vent holes in the cap should be open when the pen is to be carried in the pocket, and closed with wax if it is to remain lying on the desk.





HONEST advertising is business news. When backed by quality and merit of merchandise, and well presented, it is the bone and sinew of commercialism. We plan to reach about twenty-five per cent of the population of the United States (that means about twenty million people) each month, with interesting purchasing talk about Waterman's Ideals, invariably referring the reader to the local dealer for selection. In answering retail inquiries which are addressed to us we enclose an introduction card requesting the correspondent to present it to his local dealer. What are you doing to concentrate the trade resulting, to your own Fountain Pen Department? Let us help you.

Plan a consistent means of announcing your merchandise. A frequent advertisement in your local paper, which mingles right in the homes of your customers, will create the purchasing desire and establish your store as a headquarters for the line.

Advertise a special pen, with its price, to a certain class of people, and the results will be manifold.

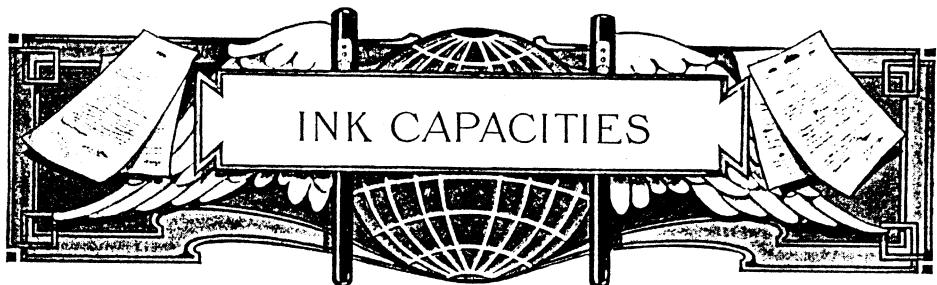
Arrange consistent window displays frequently, and especially when you advertise the line. This will serve as the connecting link with your advertising in the press. Window displays are continually proving of enormous value to many of our most active dealers, and particularly, appropriate displays for special seasons, such as Easter, School Commencement, Vacation, School Opening, Christmas, etc.

Frequently use an attractive little folder price list, to distribute without cost, in your daily mail, invoices, packages, and from your counter, and see what excellent salesmen they make.

Most important of all, place your Show Case in a conspicuous place in your store. Waterman's Ideals, when well displayed, will show large profits, out of all comparison with the small space required for the display.

We will gladly co-operate with you at any time, in the way of furnishing electrotypes for use in your advertising or cataloguing. In planning window displays we will assist, where it is possible, with display signs and other aids. We frequently arrange the folders above referred to, which we will furnish to dealers, prominently imprinted with their names.

If you will instruct your pen clerk to keep in advance of the seasons in his thought of the sale of Waterman's Ideals, and carefully read the pages of our quarterly house publication, the *Pen Prophet*, we can assure you ever-increasing sales of the line.



A GREAT many people, many of whom have used a fountain pen before, and some who have not, are anxious to know how much ink a fountain pen will hold and how long it will write; and while it is practically impossible to tell this definitely, because of the variation in pen points, an approximate idea can be given, as indicated by the figures shown on the last three columns below.

These figures are, however, governed entirely by the fineness of the pen and the individual handwriting. A drop of ink may write one hundred words and it may write five hundred words, so that there is a wide margin for deviation. These calculations are based on an average of one hundred and fifty words to a page of note paper, which is fair for the ordinary writer.

Styles, Dimensions and Capacity of Principal Styles
Waterman's Ideal Fountain Pen

Style	No.	* Outside Diam.	* Lengths		Drops of Ink Held	Contains Ink to Write		
			Open	Closed		† Pages	Words	Hours
Straight Cap	2	$\frac{1}{2}$	6 $\frac{1}{4}$	5 $\frac{1}{4}$	60	75	16,000	11
	3	$\frac{1}{2}$	6 $\frac{1}{4}$	5 $\frac{1}{4}$	70	90	18,000	13
	4	$\frac{1}{2}$	6 $\frac{3}{8}$	5 $\frac{1}{4}$	75	100	20,000	15
	5	$\frac{1}{2}$	6 $\frac{5}{8}$	5 $\frac{1}{2}$	100	125	25,000	20
	6	$\frac{1}{2}$	6 $\frac{5}{8}$	5 $\frac{1}{2}$	125	150	30,000	25
	12	$\frac{1}{2}$	6 $\frac{7}{8}$	5 $\frac{3}{8}$	75	100	20,000	15
Cone Cap	13	$\frac{1}{2}$	6 $\frac{7}{8}$	5 $\frac{3}{8}$	75	100	20,000	15
	14	$\frac{1}{2}$	6 $\frac{7}{8}$	5 $\frac{3}{8}$	75	100	20,000	15
	15	$\frac{1}{2}$	7	5 $\frac{1}{2}$	100	125	25,000	20
	16	$\frac{1}{2}$	7	5 $\frac{1}{2}$	125	150	30,000	25
	22	$\frac{1}{2}$	6 $\frac{7}{8}$	5 $\frac{7}{8}$	50	60	12,000	10
Taper Cap	23	$\frac{1}{2}$	6 $\frac{7}{8}$	5 $\frac{7}{8}$	60	75	15,000	12
	24	$\frac{1}{2}$	6 $\frac{7}{8}$	5 $\frac{7}{8}$	75	100	18,000	13
	25	$\frac{1}{2}$	6 $\frac{7}{8}$	5 $\frac{7}{8}$	100	125	22,000	18
	26	$\frac{1}{2}$	6 $\frac{7}{8}$	5 $\frac{7}{8}$	125	150	28,000	22
	43	$\frac{1}{2}$	6 $\frac{1}{2}$	6 $\frac{3}{4}$	90	110	23,000	18
Desk	44	$\frac{1}{2}$	6 $\frac{1}{2}$	6 $\frac{3}{4}$	90	110	23,000	18
	45	$\frac{1}{2}$	6 $\frac{1}{2}$	6 $\frac{7}{8}$	115	135	28,000	22
	46	$\frac{1}{2}$	6 $\frac{1}{2}$	6 $\frac{7}{8}$	140	160	33,000	27

* In Inches. † Note Paper.



ALL packages containing fountain pens should be forwarded by registered mail or express. Quantities of less than 6 should be sent by registered mail, and 6 or more by express. Either of these routeings permit the placing of responsibility for losses.

When shipping show case or advertising matter, we invariably find that it is less expensive to ship by freight, except to within a radius of 150 miles of New York or our other branch office shipping centres—Boston, Chicago, San Francisco and Montreal.

Small packages of advertising matter are frequently enclosed with other shipments from New York, as our dealers find them too light for freight and rather expensive by express.

Ink should invariably be shipped by freight, as the proper casing to insure safe transportation increases the weight sufficiently to consume a good portion of the profit when sent by express. Ink shipments can be forwarded from New York or any of our branch cities, or we will have your order delivered from your nearest jobber carrying the line.

When sending us pens for repair or any other attention, we respectfully request you to protect yourself by sending same by registered mail, or express, as above suggested, marking name and address prominently in the corner of the package.

All packages of pens containing any writing or checking on envelopes should be forwarded by letter postage, unless sufficiently heavy for express.

Our shipping service is careful and prompt, and is diligently planned for the best interest of our dealers, as we have explained on page 60.



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